

In the claims:

Following is a complete set of claims as amended with this Response.

1. (Currently Amended) A method comprising:

receiving, by a server system, a selection to buy an upgraded media feature for a programming transmission from a client system via a first communication media, the selection including an identification of the client system and an identification of the upgraded media feature ;

automatically coordinating purchase, by the server system, of the upgraded media feature for the programming transmission with one of a plurality of programming transmission sources via a second communication media, in response to receiving the selection by using the received selection to select one of the plurality of programming transmission source and placing an order to the one programming transmission source for the upgraded media feature, the first communication media different than the second communication media; and

automatically coordinating provision, by the server system, of the upgraded media feature for the programming transmission, in response to receiving the selection, the programming transmission and upgraded media feature to be provided in response to placing the order from the one programming transmission source to the client system via a third communication media, the third communication media different than the first and second communication media.

2. (Previously presented) The method of claim 1 wherein the receiving comprises receiving the selection from an entertainment system, and the programming transmission is provided to the entertainment system with the upgraded media feature via the third communication media.

3. (Previously presented) The method of claim 1 wherein the automatically coordinating the purchase of the upgraded media feature comprises:

billing, by the server system, the client system for services performed by the server system; and

providing billing information associated with the client system to at least the one programming transmission source that provided the programming transmission.

4. (Original) The method of claim 3 wherein the billing is one of performed individually for each billable transaction and performed according to a billing cycle for at least one billable transaction during the billing cycle.

5. (Previously presented) The method of claim 1 wherein the automatically coordinating the purchase of the upgraded media feature comprises:

billing, by the server system, the client system for services performed by the server system and at least the one programming transmission source that provided the programming transmission; and

receiving a bill for the portion of the services performed by at least the one programming transmission source at a later time.

6. (Original) The method of claim 5 wherein the billing the client and receiving the bill are one of performed individually for each billable transaction and performed according to a billing cycle for at least one transaction during the billing cycle.

7. (Canceled)

8. (Currently Amended) A method comprising:

sending, by a client system, a selection to buy an upgraded media feature for a programming transmission to a server system via a first communication media, the selection including an identification of the client system and an identification of the upgraded media feature to enable the server system to coordinate provision of the upgraded media feature with one of a plurality of programming transmission sources via a second communication media, in response to receiving the selection by using the

received selection to select one of the plurality of programming transmission source and placing an order to the one programming transmission source for the upgraded media feature, the first communication media different than the second communication media; and

receiving the programming transmission with the upgraded media feature from the one programming transmission source via a third communication media, in response to the one programming transmission source receiving the placed order, the third communication media different than the first and second communication media.

9. (Original) The method of claim 8 further comprising:

receiving a bill, said bill based at least in part on receiving the upgraded media feature.

10. (Original) The method of claim 9 wherein the receiving the bill comprises a charge to a credit account at one of the end of a billing cycle and at a time when the upgraded media feature is received.

11. (Original) The method of claim 8 wherein the programming transmission comprises at least one of a movie, a documentary, an audio production, an interactive media event, a situation comedy, a news program, and a televised sports event.

12. (Original) The method of claim 8 wherein the upgraded media feature comprises at least one of a video upgrade, an audio upgrade, a recordable version, and an increased access rate for an interactive event.

13. (Previously presented) The method of claim 8 wherein the plurality of programming transmission sources include a least one of cable television, antenna reception, satellite reception, mini-dish satellite reception, telephone dial-up service, or Internet access.

14. (Currently Amended) A machine readable storage medium having stored thereon machine readable instructions, execution of said machine readable instructions to implement a method comprising:

receiving, by a server system, a selection to buy an upgraded media feature for a programming transmission from a client system via a first communication media, the selection including an identification of the client system and an identification of the upgraded media feature ;

automatically coordinating purchase, by the server system, of the upgraded media feature for the programming transmission with one of a plurality of programming transmission sources via a second communication media, in response to receiving the selection by using the received selection to select one of the plurality of programming transmission source and placing an order to the one programming transmission source for the upgraded media feature, the first communication media different than the second communication media; and

automatically coordinating provision, by the server system, of the upgraded media feature for the programming transmission, in response to receiving the selection, the programming transmission and upgraded media feature to be provided in response to placing the order from the one programming transmission source to the client system via a third communication media, the third communication media different than the first and second communication media.

15. (Previously presented) The machine readable storage medium of claim 14, execution of said machine readable instructions to further implement:

billing, by the server system, the client system for services performed by the server system; and

providing billing information about the client system to at least the one programming transmission source that provided the programming transmission.

16. (Previously presented) The machine readable storage medium of claim 14 execution of said machine readable instructions to further implement:

billing, by the server system, the client system for services performed by a server system and at least the one programming transmission source that provided the programming transmission; and

receiving a bill for the portion of the services performed by at least the one programming transmission source at a later time.

17. (Canceled)

18. (Currently Amended) A machine readable storage medium having stored thereon machine readable instructions, execution of said machine readable instructions to implement a method comprising:

sending, by a client system, a selection to buy an upgraded media feature for a programming transmission to a server system via a first communication media, the selection including an identification of the client system and an identification of the upgraded media feature to enable the server system to coordinate provision of the upgraded media feature with one of a plurality of programming transmission sources via a second communication media, in response to receiving the selection by using the received selection to select one of the plurality of programming transmission source and placing an order to the one programming transmission source for the upgraded media feature, the first communication media different than the second communication media; and

receiving the programming transmission with the upgraded media feature from the one programming transmission source via a third communication media, in response to the one programming transmission source receiving the placed order, the third communication media different than the first and second communication media.

19. (Previously presented) The machine readable storage medium of claim 18 execution of said machine readable instructions to further implement:

receiving a bill, said bill based at least in part on receiving the upgraded media feature.

20. (Original) The machine readable storage medium of claim 19 wherein the receiving the bill comprises a charge to a credit account at one of the end of a billing cycle and at a time when the upgraded media feature is received.

21. – 24. (Canceled)

25. (Currently Amended) An apparatus comprising:

a receiver to receive, via a first communication media a selection to buy an upgraded media feature for a programming transmission, the selection including an identification of the client system and an identification of the upgraded media feature;

a purchasing unit to automatically coordinating purchase of the upgraded media feature for the programming transmission from one of a plurality of programming transmission sources via a second communication media, in response to receiving the selection by using the received selection to select one of the plurality of programming transmission source and placing an order to the one programming transmission source for the upgraded media feature, the first communication media different than the second communication media; and

a provision unit to automatically coordinate provision of the upgraded media feature for the programming transmission, in response to receiving the selection, with the one programming transmission source, the programming transmission and upgraded media feature to be provided in response to placing the order via a third communication media, the third communication media different than the first and second communication media.

26. (Currently Amended) An apparatus comprising:

a sending unit to send a selection to buy an upgraded media feature for a programming transmission to a server system via a first communication media, the selection including an identification of the client system and an identification of the upgraded media feature to enable the server system to coordinate provision of the upgraded media feature with one of a plurality of programming transmission sources via a second communication media, in response to receiving the selection by using the received selection to select one of the plurality of programming transmission source and placing an order to the one programming transmission source for the upgraded media feature, the first communication media different than the second communication media; and

a receiving unit to receive the programming transmission from the one programming transmission source via a third communication media, in response to the one programming transmission source receiving the placed order, the third communication media different than the first and second communication media.